Publications Head Named

James D. Simmons, formerly associate editor of the Indiana University Press, has been appointed of the recently reorganized Memphis State University Press, Dr. Cecil C. Humphreys, president, announced yesterday.

Mr. Simmons, 30, succeeds Lamar W. Bridges, who has joined the teaching faculty at Bowling Green (Ohio) State University.

Billy B. Swift, former director of public relations with Ward Archer & Associates and former religion editor of The Commercial Appeal, has been employed by the University as publications director, concerned with the production of brochures, booklets and other printed matter pertaining to the University operation.

As director of the MSU Press, Mr. Simmons, who lives with his family at 3803 Norriswood, will be concerned with the publication of books.

The first major production of the press, "Night Riders of Reelfoot Lake," was published last fall and has gone into a second printing. "Persons, Privacy and Feeling," by Dwight Van de Vate, a study in philosophy, was printed during the summer and "Memphis' Greatest Debate: A Question of Water," a history of Memphis' water supply by William Wright Sorrels, will be published this fall.

Mr. Simmons served as promotion manager and assistant sales manager at the Bloomington, Ind., university during his four years there after 1966. He previously had served with the United States Air Force.

His bachelor of arts degree was awarded by the University of Southern California in 1966. Mr. Simmons also studied at the University of California at Santa Barbara and at Ball State (Ind.) University.

James D. Simmons